



StrategicDoing™

Do More Together.

Strategic Doing Leading Complex Collaborations

January 25, 2018



**We all want
our kids to be safe**

**But what do we do
if we fail?**



**GOOD
HELP US
SAVE
FLINT**



**Strategic Doing gives us
the power to change our
lives, our neighborhoods
and our communities.**

*Bob Brown
Associate Director
Center for Community and Economic
Development
Michigan State University*

MICHIGAN STATE

U N I V E R S I T Y



StrategicDoingTM

Do More Together.



StrategicDoing™

*Strategic Doing is a strategy discipline
designed for open, loosely connected
networks*





StrategicDoing™

Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and make adjustments along the way.





Strategic DoingTM

Do More Together.

In 2011, a group of Strategic Doing practitioners from all over the country gathered at Indiana's Turkey Run State Park. They composed a credo, a set of beliefs that drive our work.

1

We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations.

2

No individual, organization or place can build that future alone.

3

Open, honest, focused and caring collaboration among diverse participants is the path to accomplishing clear, valuable, shared outcomes.

4

We believe in doing, not just talking-and in behavior in alignment with our beliefs.



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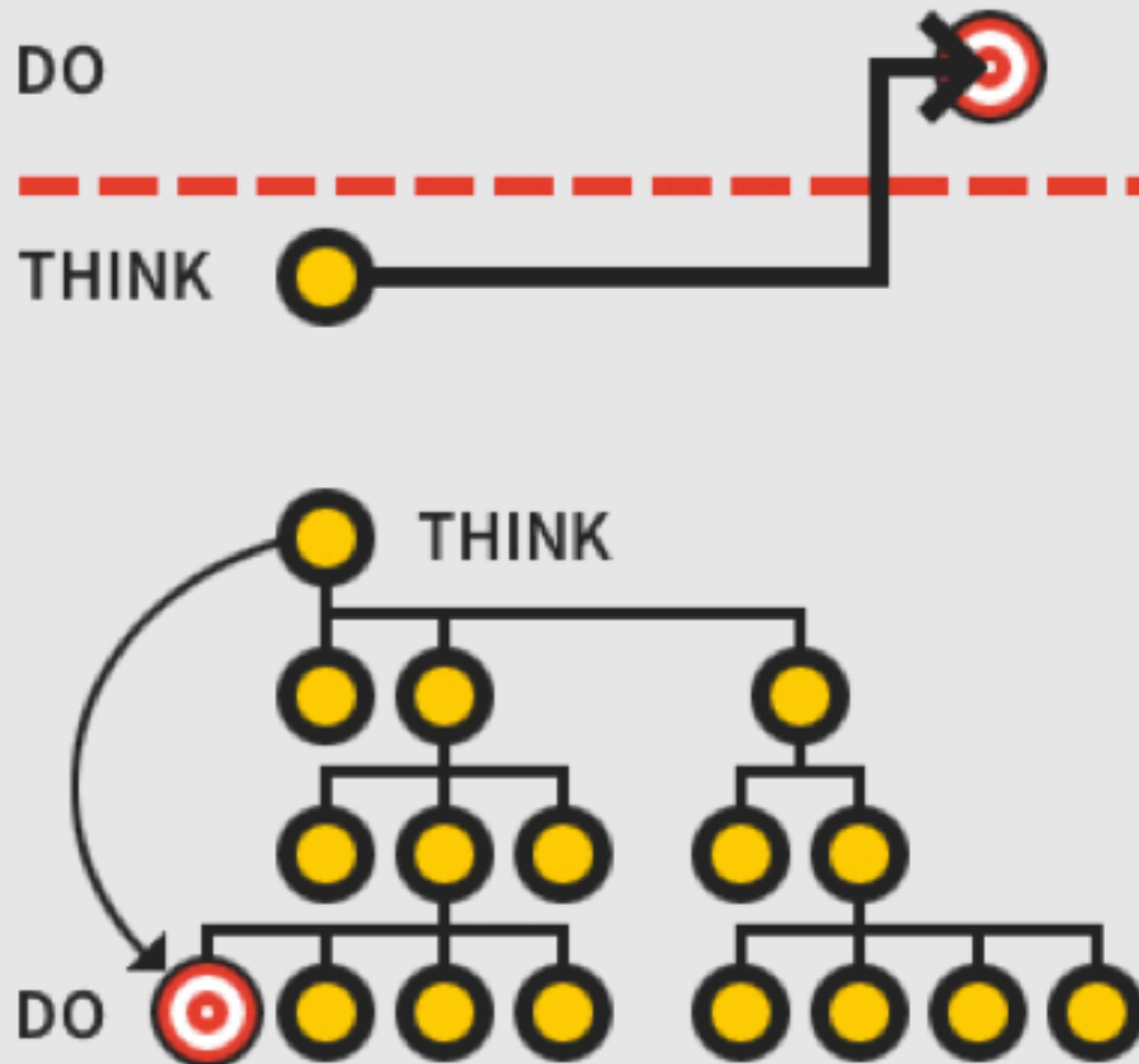
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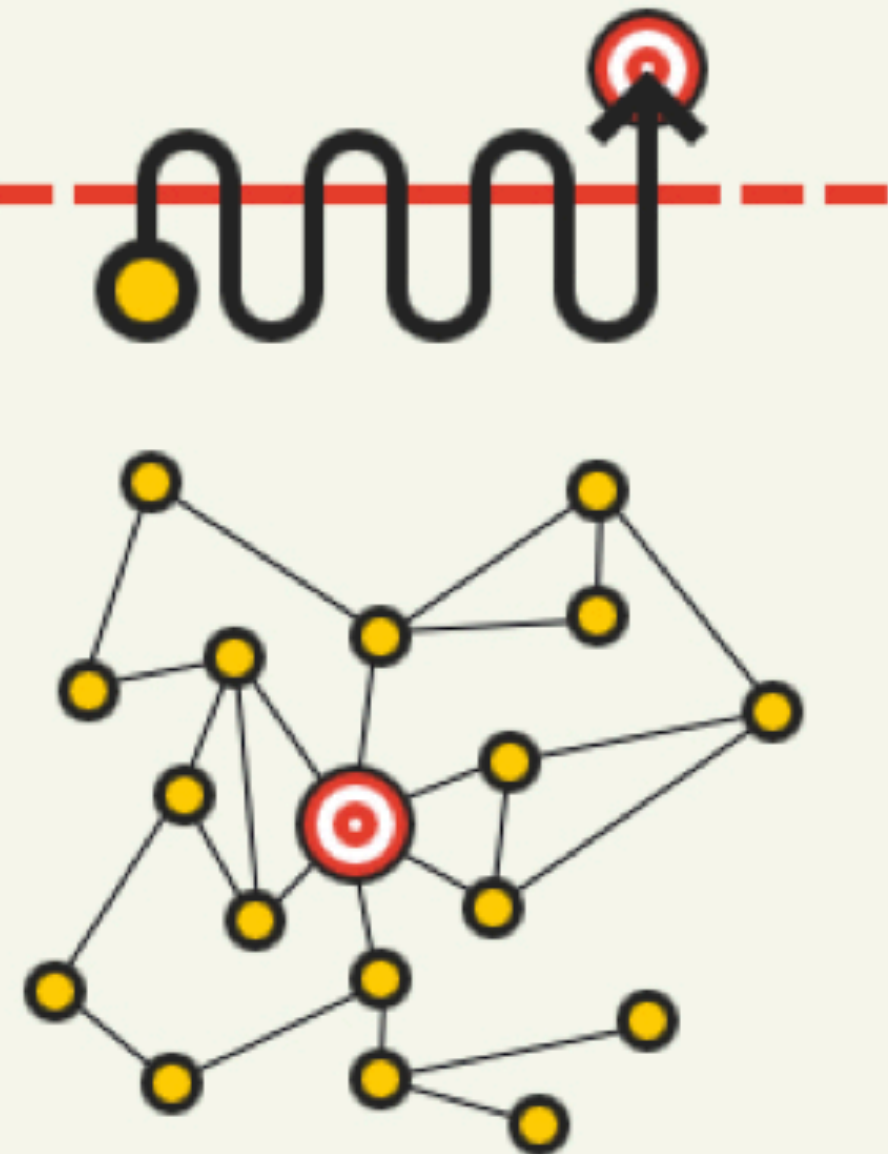
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Strategy designed for networks...

Strategic Planning



Strategic Doing



**Collaboration
involves
conversation...**



A strategic conversation answers two simple, but not easy questions...



Strategy Doing divides two questions into four...



Strategic Doing // Cycle



We convert these questions into a discipline of 10 simple rules



Strategic Doing™
Do More Together.

The Ten Rules of Strategic Doing

PURDUE AGILE STRATEGY LAB



StrategicDoing™

Do More Together.

The Ten Rules of Strategic Doing

Before you start...

Rule 1: Create and
maintain a safe
space for deep,
focused
conversation



Before you start...

Rule 2: Frame a
conversation
around an
appreciative
question



What could we do?

Rule 3: Uncover hidden assets that people are willing to share



What could we do?

Rule 4: Link and leverage your assets to create new opportunities



What should we do?

Rule 5: Rank all your opportunities to find your “Big Easy”



What should we do?

Rule 6: Convert your Big Easy into an outcome with measurable characteristics (Where you are going)



What will we do?

Rule 7: Define at least one Pathfinder Project with guideposts



What will we do?

Rule 8: Draft a short term action plan with everyone taking a small step



What's our 30/30?

Rule 9: Set a 30/30 meeting to review your progress and make adjustments



What's our 30/30?

Rule 10: Nudge, connect and promote relentlessly to build your new habits of collaboration



The Ten Competencies of Collaboration

Phases of Collaboration

	<i>Defining Strategic Opportunities</i>	<i>Setting Strategic Priorities</i>	<i>Defining Strategic Actions</i>	<i>Maintaining Strategic Momentum</i>
<i>Setting the Stage</i>	<i>What Could We Do?</i>	<i>What Should We Do?</i>	<i>What Will We Do?</i>	<i>What's Our 30/30?</i>

The 10 Competencies of Collaboration

[1] Creating a safe space for collaboration	[3] Uncovering hidden assets within a network	[5] Setting priorities among opportunities	[7] Designing a good Pathfinder Project	[9] Designing a process for learning and adaptation
[2] Framing a strategic conversation	[4] Linking and leveraging assets to create opportunities	[6] Converting an opportunity into an outcome with success metrics	[8] Writing and communicating a strategic action plan	[10] Creating a nudge network

**An effective
strategy
answers two
questions...**



I'm Going on a Trip



Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
D		

Step 1.
Spend a couple of minutes thinking about a trip you'd like to take. Then in Box A write down a few things you would want to see, hear, do, etc. - the more detailed, the better.

Joe's Trip



I'm going to fly to Paris with my wife and stay on the Champs Elysees, enjoy really good wine, and eat at tiny bistros off the main streets.

Maria's Trip



I'm going to fly to London with my husband, explore my family's history, drink at pubs, and go to Gordon Ramsay's restaurant.



Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
D		

Step 1.
Spend a couple of minutes thinking about a trip you'd like to take. Then in Box A write down a few things you would want to see, hear, do, etc. - the more detailed, the better.

Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
D		

Step 2.
In this box
describe, in
general terms,
how you would
evaluate
whether or not
your trip was a
success.

Joe & Maria will know their trips were successes if...



I'll know my trip is a success if: I see sights I've never visited before and eat great food.

I'll know my trip is a success if: I learn some new things and my husband and I get to spend quality time together.



Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
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Step 3.
In pairs should create a composite trip that combines the two trips. Be as specific as possible, but only the things that the two trips have in common and are listed in Box A can be included

Joe & Maria's composite trip:

Includes only
those elements
that are
common to both



Joe	Maria	
I'm going to fly to Paris with my wife and stay on the Champs Elysees, drink wine, and eat at tiny bistros off the main streets.	I'm going to fly to London with my husband and explore my family's history, drink at pubs, and go to Gordon Ramsay's restaurant.	I'm going to fly to Europe with my spouse, drink alcohol and eat at good restaurants.

Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
D		

Step 3.
In pairs, create a composite trip that combines the two trips. Be as specific as possible, but only the things that the two trips have in common and are listed in Box A can be included

Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
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Step 4.

Each pair pair up with another pair, so that there are four people in each group. Each pair shares their composite, and then they develop a composite of the composites, putting those statements in the box labeled “C”. Again, only the things that the two trips have in common can be included.

Joe & Maria	Barry and Caitlin	Composite
I'm going to fly to Europe with my spouse, drink alcohol and eat at good restaurants.	I'm going to drive to a National Park with my family. We'll camp out and eat outside.	I'm going on a trip with at least one family member. We will eat.



Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
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Measurable Characteristics

I'M GOING ON A TRIP		
A	B	C
How I'll know my trip was a success:		
D		



Step 5.

Form new pairs so that each of you is working with someone you did not work with before (in their pair or foursome). Each participant should share their success statement with their partner. Using those success statements, the pair should work together to craft a new trip that may be different than either of the originals but will let both people feel they've been successful. The new trip - as detailed as possible - goes in the box labeled "D"


Joe & Maria's new trip:



Joe	Maria	Composite
Original: I'm going to fly to Paris with my wife and stay on the Champs Elysees, drink wine, and eat at tiny bistros off the beaten path.	Original: I'm going to fly to London with my husband and explore my family's history, drink at pubs, and go to Gordon Ramsay's restaurant.	I'm going to fly to France and spend a week at cooking school in Normandy with my spouse.
I'll know my trip is a success if: I see sights I've never visited before and eat great food.	I'll know my trip is a success if: I learn some new things and my husband and I get to spend quality time together.	

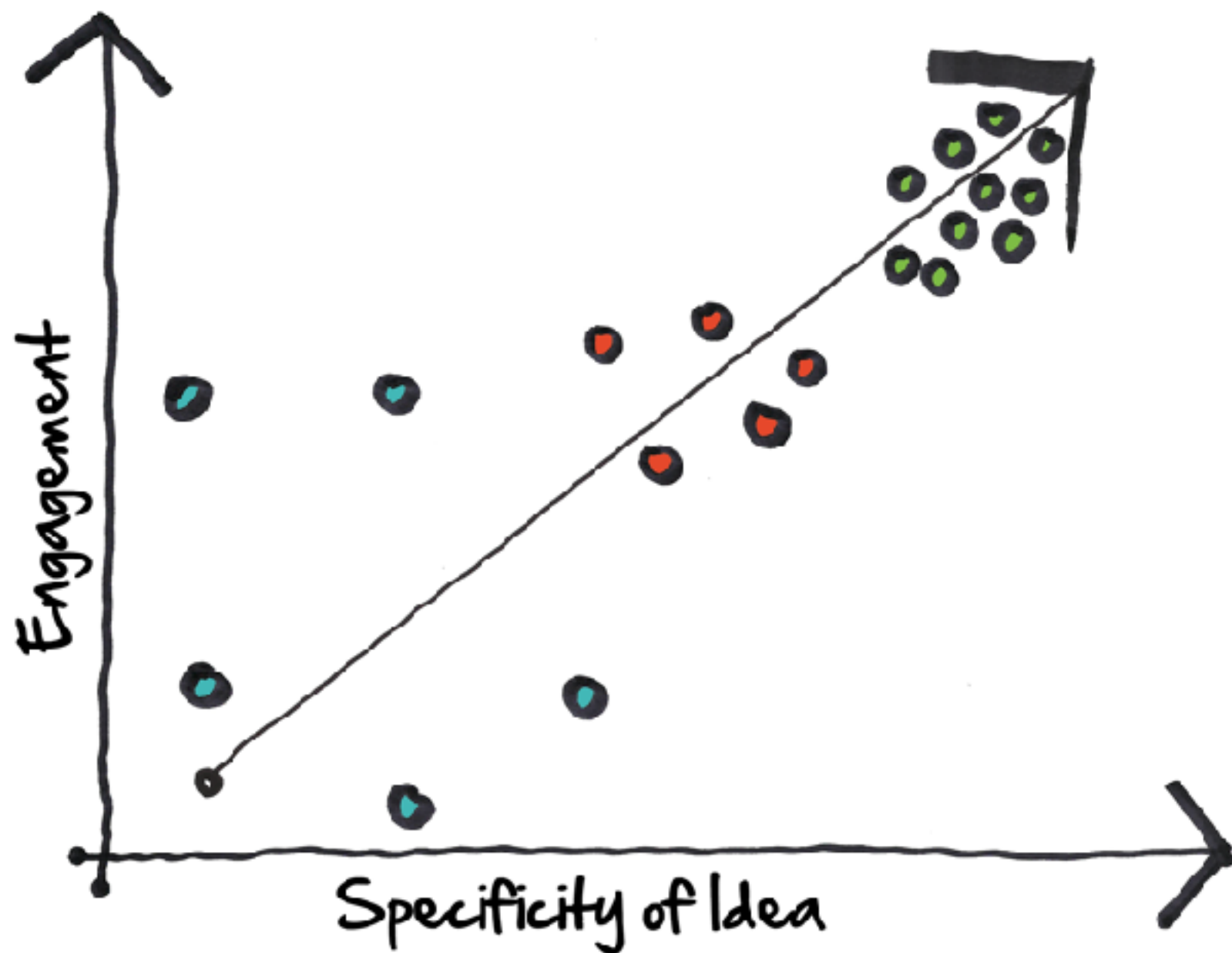
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The more specific the shared idea,
the more engaged people become...

Communicate a Clear Strategy

Where are we going
and how will we get there?

Design Strategic Conversations

Can we answer four simple
but not easy questions?

Follow 10 Simple Rules

Have we developed these skills
within our team?

Adopt New Mental Models

Are we guided by mental models
appropriate to complex systems?

Strategic Doing Workshops



PURDUE



We are facing complex, wicked challenges

**We are not fixing
old systems**



**We are designing
what is next**



Strategic Doing™

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Strategic Doing Workshops



PURDUE

Thank you for joining us!

strategicdoing.net/OSU